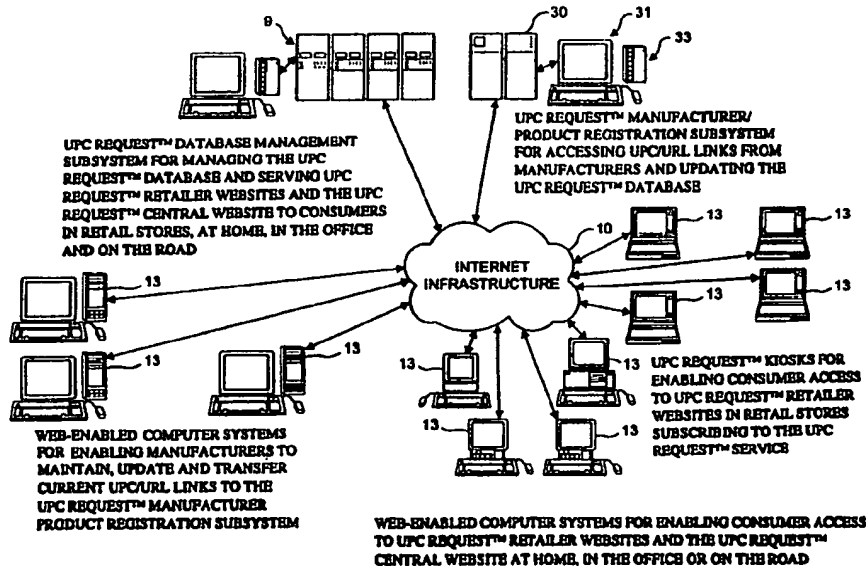




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<p>(21) International Application Number: PCT/US97/19227 (22) International Filing Date: 27 October 1997 (27.10.97) (30) Priority Data: 08/736,798 25 October 1996 (25.10.96) US 08/752,136 19 November 1996 (19.11.96) US 08/826,120 27 March 1997 (27.03.97) US 08/854,877 12 May 1997 (12.05.97) US 08/871,815 9 June 1997 (09.06.97) US 08/936,375 24 September 1997 (24.09.97) US (71) Applicant (for all designated States except US): IPF, INC. [US/US]; 10 Waldon Road, Darien, CT 06820 (US). (72) Inventor; and (75) Inventor/Applicant (for US only): PERKOWSKI, Thomas, J. [US/US]; 10 Waldon Road, Darien, CT 06820 (US). (74) Common Representative: PERKOWSKI, Thomas, J.; Thomas J. Perkowski, Esq. PC, Soundview Plaza, 6th floor, 1266 East Main Street, Stamford, CT 06902 (US).</p>	<p>(81) Designated States: AL, AM, AT, AU, AZ, BB, BG, BR, BY, CA, CH, CN, CZ, DE, DK, EE, ES, FI, GB, GE, HU, IS, JP, KE, KG, KP, KR, KZ, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, TJ, TM, TR, TT, UA, UG, US, UZ, VN, ARIPO patent (GH, KE, LS, MW, SD, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, ML, MR, NE, SN, TD, TG). Published <i>With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i></p>	

(54) Title: **SYSTEM AND METHOD FOR MANAGING AND SERVING CONSUMER PRODUCT RELATED INFORMATION OVER THE INTERNET**



(57) Abstract

A system and method for finding and serving consumer product-related information over the Internet (10) to consumers. The system includes Internet Information servers (33) which store information pertaining to Universal Product Number (e.g. UPC number) preassigned to each consumer product registered with the system, along with a list of Uniform Resource Locators (URLs) that point to the location of one or more information resources on the Internet, e.g. World Wide Web-sites, which are related to such registered consumer products. Upon entering the UPC number into the system using a conventional Internet browser program (13), the menu of URLs associated with the entered UPC number is automatically displayed for user selection. The displayed menu of URLs are categorically arranged according to specific types of product information.

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